



Christmas in Kingston 2022

Member Briefing



Agenda

1. Our goal, objectives and our strategy for the campaign
2. What's on offer and supporting members
3. Evaluation
4. Questions and discussion



Context

Economic context

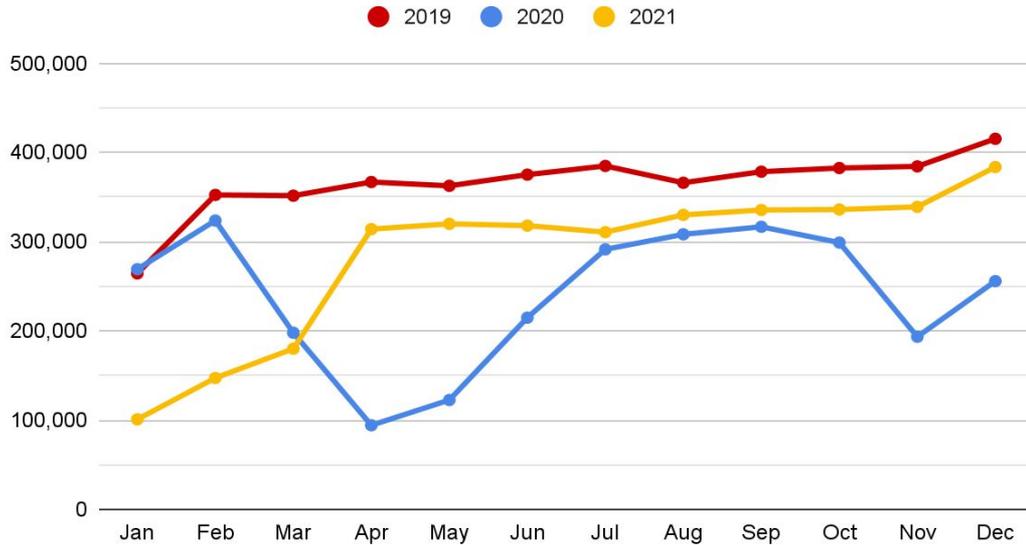
- Ongoing instability and flurry of major ‘unprecedented events’
- Cost of doing business- energy, inflation, costs, staffing and staff retention
- Cost of living- energy, inflation, uncertainty likely to squeeze consumer spending

Feedback from 2021’s Christmas campaign

- 70% were satisfied with the Christmas activities, experience and decorations
- Over 60% of consumers were motivated to visit the town due to Christmas campaign/offer
- 85% are aware of the Christmas activities, infrastructure and campaign

MONTHLY FOOTFALL NOV AND DEC 2021

Average Weekly Footfall per Month



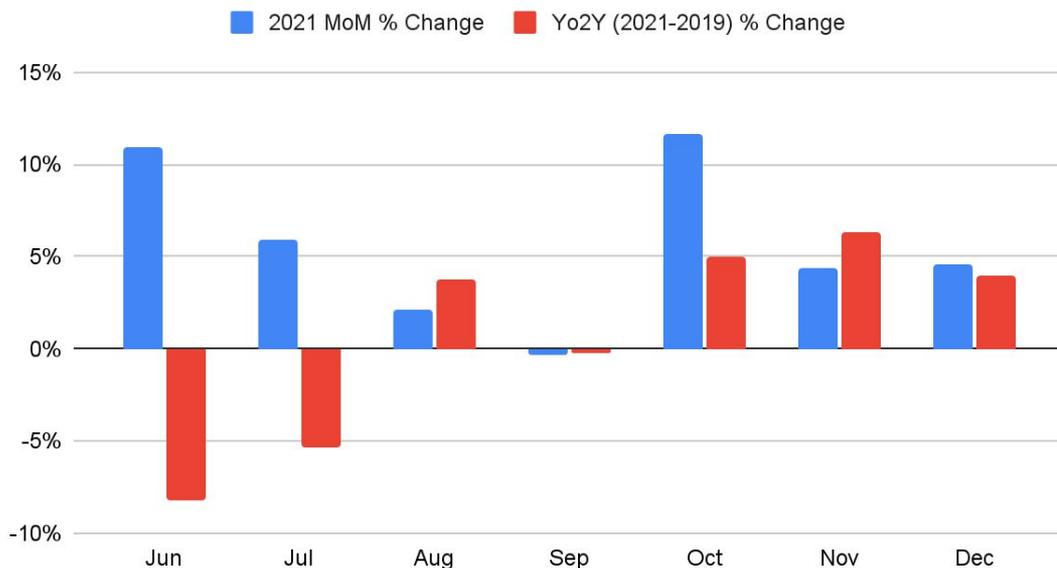
Nov Yo2Y 2021 vs 2019	Dec Yo2Y 2021 vs 2019
-12% Kingston	-8% Kingston
-16% Greater London	-25% Greater London
-16% UK	-22% UK

Despite Plan B measures being introduced and the fear of Omicron affecting high streets around the country, Kingston had a sharp increase in December with a comparatively strong Christmas period compared to local and national counterparts.

Information supplied by Springboard, with regional and national benchmarks reflecting data captured across 245 UK High Street locations.

MONTHLY SPEND - DECEMBER 2021

Total Spend Kingston



Spend

Yo2Y
2021 vs 2019

+4%

Kingston (KT1 1)

-9%

WC Postcode Area

+11%

GB

Transactions

Yo2Y
2021 vs 2019

+21%

Kingston (KT 1 1)

-1%

WC Postcode Area

+31%

GB

Total spend and transactions have continued to stay above 2019 levels, which is positive given lower footfall levels. The larger growth in transactions suggests a smaller average spend per transaction

Goal and Campaign Objectives

Goal: Be the best Christmas destination outside of the West End

Objectives

- **Member engagement:** Over 80% of members survey were satisfied with the Christmas activities, experience and decorations in survey of members in Spring 2022
- **Footfall:** Contribute to increased footfall for consumer facing businesses between mid November and 31 December
- **Positive sentiment and feedback from consumers:**
Over 75% of consumers were satisfied with the Christmas activities, experience and decorations (2021: nearly 70%)
Over 65% of consumers were motivated to visit the town due to Christmas campaign/offer (2021: 60%)



Driving footfall and supporting members- New for 2022

- **NEW:** Consumer website will highlight Kingston's offer and experience this Christmas, including business listings, special festive offers, news and events
- **NEW:** Giant reindeer light installation in Ancient Market Place and bespoke neon tree decorations near the Flower Stall
- **NEW:** Curling lanes experience in the grounds of All Saints Church (Alpine Village)
- **NEW:** Memorial Gardens will turn into a Candy Cane Forest with children's rides and installations
- **NEW:** Christmas trail for families to encourage people to visit businesses and explore the town
- **NEW:** Professional video shot by videographer, focusing on Christmas experience in Kingston and retail/entertainment offer

Driving footfall and supporting members- returning favourites

- Lighting around Kingston, including the 'I Love Kingston' , 'Bauble', and 'Candy Cane Hat'.
- Two giant bauble-covered trees in Clarence Street and outside Kingston Station
- Christmas market in the Ancient Market Place selling festive food and gifts
- Stage in the Ancient Market Place hosting festive and musical performances
- Signage and information across the town to help people move around
- Plenty of free activities for families to encourage them to spend time in Kingston this Christmas

Driving footfall and supporting members

We have developed an integrated marketing campaign, to raise awareness of Christmas in Kingston, and bring visitors from the local area and further afield. Promotion includes:

PR / Owned media

- Media release to local and national press contacts including Surrey Comet, Surrey Live, Evening Standard, Metro, The Times
- SEO-friendly content and insider guide blogs on www.kingstonuponthames.info website
- Organic social media content creation and competitions to drive engagement and awareness

Print and physical

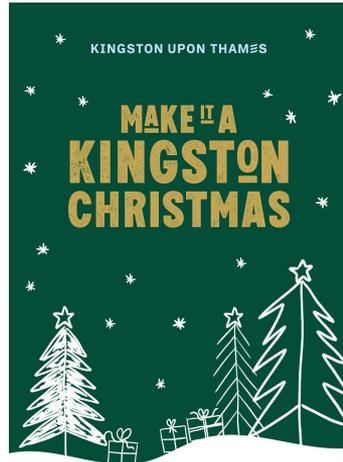
- Branding and promotion throughout the town on hoardings, toblerones, JCDecaux boards and other signage
- Reaching wider SW London area through print and radio advertising including Time and Leisure, Kingston/Elmbridge/Richmond & Barnes Magazines, Visit Surrey, Primary Times, Radio Jackie

Digital advertising

- Banner ads on local and national news and lifestyle websites and in subscriber emails including Time & Leisure, Kingston/Elmbridge/Richmond & Barnes Magazines, Visit Surrey, Time Out, Londonist
- Targeted Facebook, Instagram, Youtube and PPC advertising campaign including to new visitor audiences in Guildford and Croydon
- Social media influencer partnerships with Surrey-based family content creators to drive new audience acquisition

Driving footfall and supporting members - Christmas campaign creative - WIP

We are currently working with our designer on the creative assets for this year's campaign. The main headline is 'Make It A Kingston Christmas' and we are making use of the consumer brand colour palette, typography, language and photography style which launched in March this year, adding festive touches whilst retaining brand recognition.



Discover what's on
kingstonuponthames.info



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Key dates

20 October - Features on website about offer, activities and experiences this Christmas in Kingston; **Send your offers and opening times to us so we can promote**

31 October - 9 November - Christmas market build starts in Ancient Market Place

1 November - Marketing and advertising campaign begins

10 November - Lights turned on, Christmas market opens

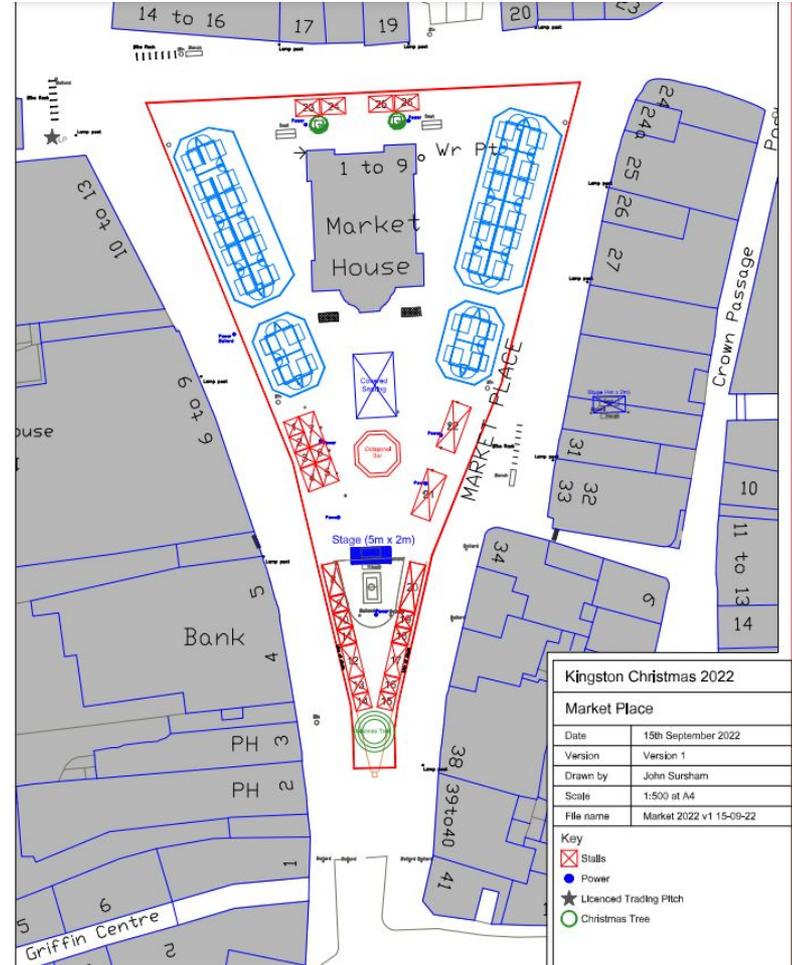
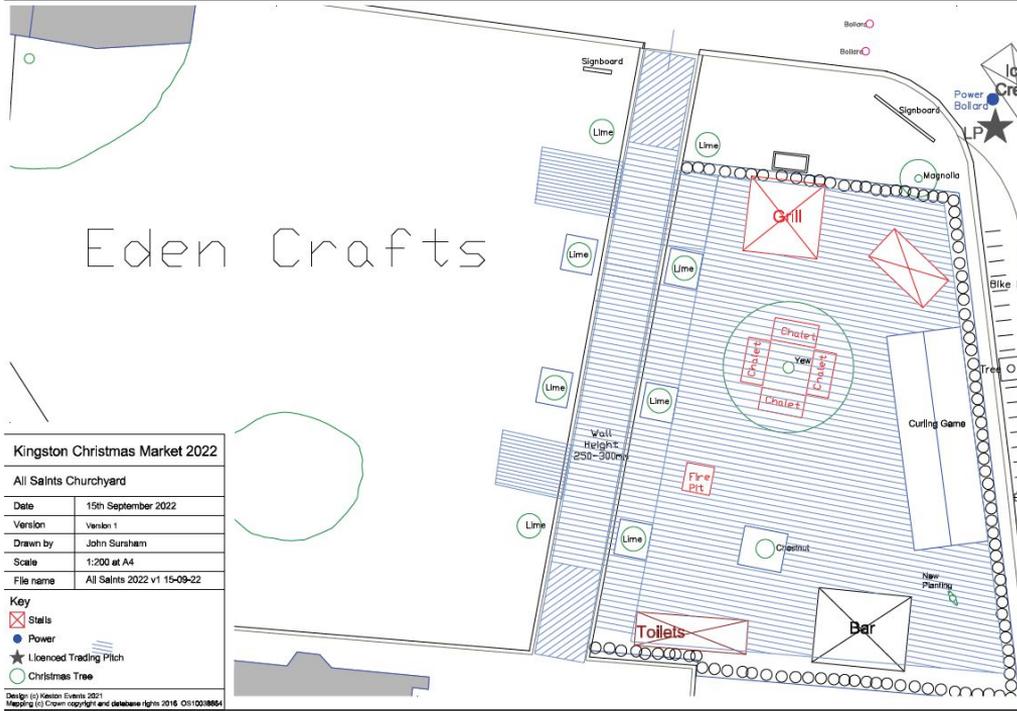
26 November - Candy Cane Forest opens in Memorial Gardens

15 December - Christmas Trail launched; **Contact us if you want your businesses to be featured in the trail**

3 January 2023 - Xmas Market and Candy Cane Forest, derig and clean-up begins

January - Surveys, evaluation and campaign impact reviews. Feedback in February.

Christmas Market site plan



Christmas Market Snapshot

- Refresh on traders- 70% stalls are new and/or are offering new products, including improved vegetarian and vegan options
- Local musicians, community groups and performance prioritised for the Market stage throughout Christmas period
- Clean up and derig from first week of January

Evaluation

- Business/members and consumer research; qualitative and quantitative
- Capture/measure community spirit; online sentiment and engagement, press coverage, QR codes, digital insight reporting and website visits
- Footfall and spend vs UK and Region (Greater London)

Questions?